

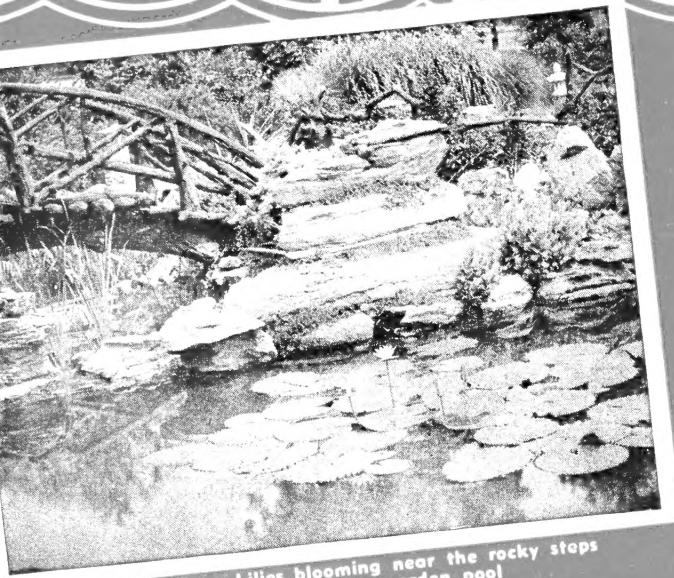
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

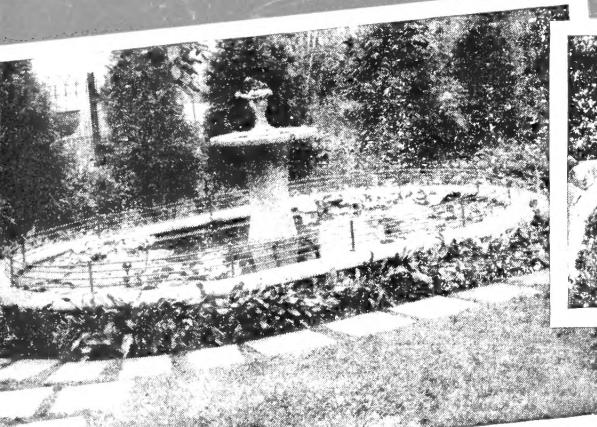
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1948

The Goldfish

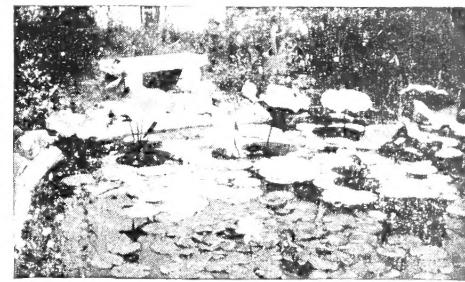


Tropical Water Lilies blooming near the rocky steps complete this lovely garden pool

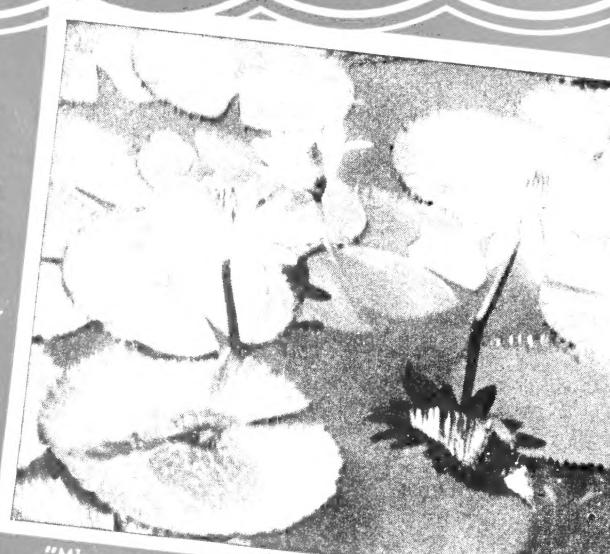


This beautiful Formal Pool has a raised wall topped by a neat fence. Underwater lights illuminate it at night

Descriptive Catalog for GARDENS POOLS and FISH



The large lotus leaves stand high above the water surface and add much to the charm of a pool

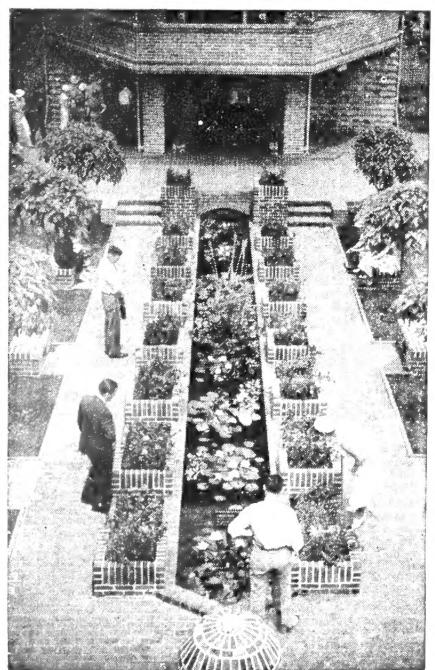


"Missouri" is the finest White Tropical Water Lily. The form and texture of its large flowers are superb



The overflow from this lovely pool turns a small water wheel in the miniature "Mill" as it flows away

KEEP THIS VALUABLE HANDBOOK
on the Care of Fish and Water Plants for Pools and Aquariums



Our large Formal Pool at the Chicago World's Fair "A Century of Progress" was admired by thousands of visitors



"The Most Beautiful in the Garden!"

LAKEVIEW AQUATIC FARMS

R. C. DOLLE, OWNER



5579 COLERAIN AVENUE (U. S. ROUTE 27)

MT. AIRY, CINCINNATI 23, OHIO

56TH YEAR—1948



The fountain itself has been decorated with many varieties of aquatic plants, night blooming the water hyacinth, night blooming tropical water lily and other water lilies. Crowds gazed in wonderment at three round, green "boats," about four feet in diameter, that floated upon the water. R. C. Dole, 5579 Colerain Avenue, who provided the aquatic plants, explained that the "boats" were the famed Victoria Regia water plant from Brazil. Each "boat," with its raised edge, or "gunwale," was in fact an enormous circular leaf. The huge plant, he explained, started to grow last February.



FOUNTAIN COLLECTION

Contains one or more of each plant we exhibited (Except Victoria) as follows. All young, vigorous plants:

- 3 **Hardy Water Lilies.** James Brydon, Sunrise, Commanche,
- 2 **Tropical Day Lilies.** Whitaker, August Koch.
- 2 **Tropical Night Bloomers.** Haarstick, Missouri.
- 10 **Tall Growing Plants.** Papyrus, Water Canna, Pickerel Plant and Umbrella Palm.
- 10 **Creepers.** Parrot Feather, Water Poppy, Creeping Hyacinth.
- 10 **Floating Plants.** Water Hyacinth and Water Lettuce.

Total 37 Outstanding Water Plants that stopped the crowds.

Value \$25.00
Collection No. L 17 \$19.50
F.O.B. Cincinnati.

We are proud to have been selected to decorate Cincinnati's famous Tyler-Davidson Fountain in Downtown Cincinnati for the F. T. D. Convention last fall. All of the fine aquatics we showed are represented in this collection which will grow in any pool of 100 square feet or more water surface.

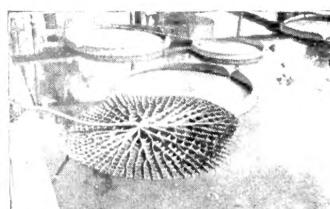
DEALERS AND PARK SUPERINTENDENTS: The above speaks for itself. Let us know your requirements.

When the Florists Telegraph Delivery Association held its convention in Cincinnati, in September 1940, the committee obtained permission to decorate the entire downtown esplanade (a full block long) surrounding Cincinnati's famous fountain. The entire area was converted into a formal garden with thousands of blooming plants and hundreds of large shrubs and trees.

LAKEVIEW was chosen to decorate the magnificent fountain with Aquatic Plants, Water Lilies and Goldfish. Our exhibit made the big hit. The crowds stopped right there, and the fountain was surrounded by crowds every day of the exhibit. Thousands of people had never seen such gorgeous and exotic water plants. Our display was written up in each of the daily papers; see photos above.

The moral is of course, to use choice Lakeview water lilies and aquatics in pools to attract attention! **THE POOL IS ALWAYS THE CENTER OF INTEREST** in a garden! It has life! Truly it is "the most interesting spot in the garden."

GARDEN OWNERS: Your guests, your friends, your family and yourself, will enjoy an outdoor pool well stocked with water lilies and goldfish. Be sure you have Lakeview fish and plants and you are sure to have the best.



These photographs, taken at "LAKEVIEW," show the remarkable development of the Victoria Regia Water Lily.

VICTORIA REGIA WATER LILY

VICTORIA REGIA is probably the largest fresh water plant in the world, and certainly the most spectacular. These amazing Water Lilies are natives of South America. The Victoria Lily was named in 1827 after Queen Victoria, and the largest native plant ever recorded had leaves measuring six feet five inches in diameter. It is quite easy to grow plants with leaves the size of those we show in the pictures. (Over four feet diameter.)

Victorias are annuals up North. They may be safely planted outside early in June and should be given a box of good soil 3 to 4 feet square by one foot deep. The crown of Victoria should be planted only 6 inches below the water. They are very showy, and grow rapidly in large pools, or lakes where the water level is constant, and where plants are protected from strong winds.

A water surface at least 12 by 12 feet should be set aside for one plant. They bloom frequently during August and September. The flowers are very fragrant and are from 8 to 15 inches diameter.

Plants (from 8 in. Pots), each \$10.00
Order early. Shipped in May and June only.

Lily Boxes and Tubs For Pool Plants

We offer two sizes of clear Cypress Water Lily Boxes to use in pools. Made of $\frac{3}{8}$ " Cypress or White Cedar, free from sap, will last many years in your pool. Can be used for Water Lilies, Lotus, and Bog Plants. Outside dimensions are given. F.O.B. Cincinnati.

Small Size (For Pool Plants)
Size Top 12 x 12", Bottom 9 x 9", Depth 8".
Price, each, \$1.65

Large Size (For Water Lilies)
Size Top 18 x 18", Bottom 15 x 15", Depth 10".
Price, each, \$2.50

ORDER SHEET

LAKEVIEW AQUATIC FARMS

AMERICA'S OLDEST FANCY GOLDFISH FARM
R. C. DOLLE, Owner

5579 COLERAIN AVE. (U. S. ROUTE 27)
MT. AIRY, CINCINNATI 23, OHIO

Date _____ Forward by* _____

(SEE NOTE BELOW)

AMOUNT ENCLOSED

Name _____
(PLEASE PREFIX MR., MRS., OR MISS)

Street, P. O. Box or R. F. D.

City Zone No..

Express Office (IF DIFFERENT
FROM P. O.)

State

PLEASE DO NOT WRITE IN ABOVE SPACE
44 - 45 - 46 - 47 - 48 - 49

***NOTE: ALL FISH MUST BE SHIPPED BY EXPRESS. WHEN PLANTS ARE ORDERED WITH FISH THEY WILL BE FORWARDED IN THE SAME SHIPMENT WITH GOLDFISH WHENEVER POSSIBLE. IF PLANTS AND SUPPLIES ONLY ARE ORDERED THEY MAY BE SENT BY PARCEL POST IN WHICH CASE ADD 10% TO COVER THE POSTAGE (20% FOR POSTAGE FOR FAR WEST OR ROCKY MOUNTAIN STATES). ALL ORDERS UNDER \$2.50 INCLUDE 25c HANDLING CHARGE TO COVER COST OF PACKING, ETC.**

QUANTITY

DESCRIPTION

AMOUNT

ALL WATER LILIES ARE GUARANTEED TO GROW

**ADD
HERE** { 35c or 50c for Shipping Can.
} Postage for Plants and Supplies to be sent Parcel Post.

AMT. EXTRA
ENCLOSED

**RESIDENTS OF OHIO ARE REQUESTED TO ADD 3% SALES TAX.
FOODS ONLY ARE EXCEPTED.**

TOTAL

SUBSTITUTES: 1. IF OUT OF ANY ITEM ON THIS ORDER YOU MAY SUBSTITUTE A SIMILAR ITEM PROVIDED IT IS OF EQUAL OR BETTER QUALITY AND VALUE.
2. PLEASE DO NOT SUBSTITUTE WITHOUT NOTIFYING ME.
(Mark X in one of the above places)

OVER

FORM 47

Lakeview Aquatic Farms

Cincinnati, Ohio

ORDER SHEET - Continued

THANK YOU!

TOTAL

NOTE: PLEASE MAKE CHECKS PAYABLE TO LAKEVIEW AQUATIC FARMS. WRITE LETTERS ON SEPARATE SHEET.
WE PAY DELIVERY CHARGES IN U. S. ONLY ON CERTAIN ITEMS WHICH ARE MARKED PREPAID OR POSTPAID.

I HEREBY AGREE TO RETURN YOUR SHIPPING CANS PROMPTLY BY PREPAID EXPRESS FOR WHICH I UNDERSTAND THE CHARGES ARE 30C FOR ONE CAN, PLUS 20C FOR EACH ADDITIONAL CAN WHICH I WILL PAY THE EXPRESSMAN. VERY SMALL LIGHT CANS USED FOR SMALL ORDER, MAY BE RETURNED CHEAPER BY PARCEL POST FROM NEARBY POINTS.

(DO NOT RETURN BY FREIGHT)

We require this signature on orders for fish for which we use special shipping cans at no extra charge to you if promptly returned.

SIGNED

DOMESTIC PARCEL POST RATES

On Seeds, Plants, Bulbs, Roots, Books, Tools, etc., within the
U. S. and Possessions Effective January 1, 1947

First pound or fraction	Each additional pound or fraction
8c	1c (2 lbs.)
9c	1.5c
10c	2c
11c	3.5c
12c	5.5c
13c	7c
15c	9c
16c	11c
14c	14c

THANK YOU!

LAKEVIEW AQUATIC FARMS

B. C. DOLLE

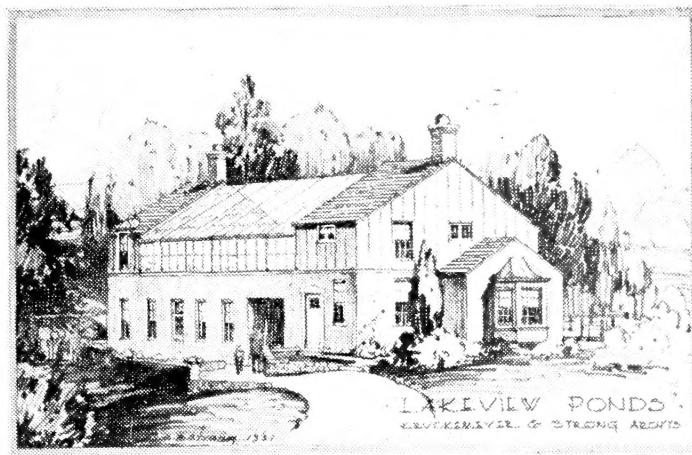
A FEW WORDS
ABOUT...

LAKEVIEW AQUATIC FARMS

America's Oldest Fancy Goldfish Farm

OUR BUSINESS was established in 1892. Today, as a result of FIFTY YEARS' experience, we can give you quality products that are unsurpassed and which are sure to please you. The building shown here is a complete modern unit affording us facilities for year 'round shipping of Goldfish and Aquatic Plants, and other items as they are in season.

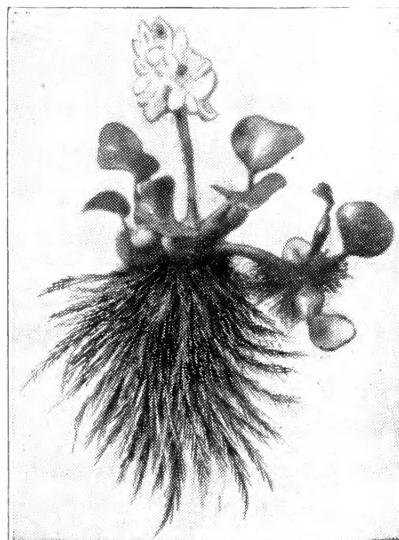
It contains our Office, Shipping Room, Display Tanks, Storage Rooms, and a Greenhouse for Tropical Water Lilies and Tropical Fish. We carry one of the most complete assortments of Water Garden Supplies in the U.S.



Lakeview Water Hyacinths

LAKEVIEW Water Hyacinths are the finest plants in the world for Goldfish to spawn on in outdoor pools. Seemingly these plants were made by Nature for this purpose for their roots are perfectly formed to receive and protect the eggs of Goldfish.

No pool is complete without Water Hyacinths, and to raise baby Goldfish there is no surer way to success than by getting six or more Water Hyacinths each Spring. Water Hyacinths are annuals in all States except the extreme Southern fringe of the U.S., but they will more than repay you for your small investment, by multiplying as much as twenty-fold in your pool during the Summer, and by producing dozens of fine blossoms if kept in a sunny, shallow part of the pond. Plants should be sprinkled at times.



This cut shows the beautiful orchid-like flower, the feathery, luxuriant roots so excellent for receiving goldfish spawn, and also a small plant developing from a runner.

To Our Customers and Friends:

With this new Edition of "THE GOLDFISH POOL" we at LAKEVIEW greet our many Customers and Friends throughout the United States, and we wish to express our appreciation for your valuable patronage.

We pledge the continuation of QUALITY and FAIR DEALING with service to the best of our ability. We would like to serve you this year and for years to come.

We list many new, attractive and inexpensive items and we suggest that YOU PLACE YOUR ORDERS AS EARLY AS YOU CAN, so that shipments may be reserved and made at the proper time.

OUR MAIN FARM is in the northwest section of Cincinnati at 5579 Colerain Ave. (U. S. Route 27), opposite the Church of The Little Flower, in Mt. Airy, a suburb of Cincinnati.

We are only eight miles northwest of Fountain Square, on a new concrete road (Route 27).

Open daily, 8 to 5:30 including Sundays and holidays in April, May and June only same hours. Other Sundays and holidays, 10 to 12 noon or by appointment only. Telephone KIRby 2036; if no answer, MULberry 2768. There is ample parking space near Fish Building at end of drive.



The pool shown above is owned by Mr. V. E. Wittrig, of Washington, Iowa. Mr. Wittrig writes: "We started six of your Water Hyacinths last Spring and had over 100 plants by late Summer. Some days we had as many as 30 blossoms!" This is just one of many similar testimonials on LAKEVIEW WATER HYACINTHS, famous for their vitality and productiveness.

15c each 2 for 25c \$1.25 per dozen

NOTE—For planting instructions see free circular supplied with all our plants.

Other Floating Plants

WATER LETTUCE OR SHELL FLOWER

(*Pistia Stratiotes*) — (No. 3 on cut, page 10)

This is a plant similar to the Water Hyacinth in habit, but rarer. Water Lettuce is a resette of delicate, soft downy leaves averaging 4 to 10 inches in diameter. The flower is inconspicuous, but the leaves are extremely attractive.

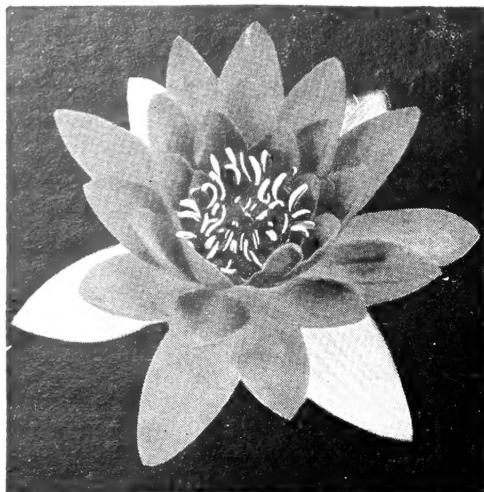
15c each 2 for 25c \$1.50 per dozen

Same as above—Giant sized plants 8 to 10 inches in diameter.

35c each 3 for \$1.00

FLOATING PLANT COLLECTION

Nine choice Floating Plants in two varieties, six Water Hyacinths and three Water Lettuce, postpaid in the U. S. \$1.50



"ATTRACTION"
Finest Red Hardy Water Lily

WHITE

ODORATA—A native American Water Lily. It is a vigorous, prolific grower and has especial merit in outdoor ponds. Being the most inexpensive of lilies, it is a good variety to experiment with or to plant where quantity is needed for effect. Flowers are pure white
50c each.

MARLIAC WHITE (Albida)—A very desirable white lily. The stamens are light yellow, sepals touched with pink, blooms continually through the season. Leaves are light green on top, dark red underneath while young. Beautifies any pool.
\$1.50 each.

GLADSTONE—This is one of the finest pure white lilies. It bears an abundance of dazzling white flowers, 6" to 8" in size, having broad petals and yellow stamens. It is a very strong grower.
\$2.00 each.

YELLOW

MEXICANA—A hardy lily with a unique method of reproduction by runners. It also forms bunches of small bulbs (shaped like tiny bananas) which enable it to resist freezing and drying up after a season's growth. We recommend it for its curious habits. It is a shy bloomer but will do well in large, shallow lakes or ponds. Flowers are light yellow. Leaves dark green with red blotched undersurface.
75c each

CHROMATELLA—This is considered one of the finest hardy yellow water lilies that is grown. Canary yellow petals, deep yellow stamens and beautiful mottled green and brown leaves. A prolific bloomer until frost.
\$2.00 each.

SUNRISE—An enormous and very fine yellow of recent introduction. As its name suggests, Sunrise is an early bird among the water lilies and opens its large Chrysanthemum shaped flowers early in the morning. Petals are long, narrow and crinkly, leaves very oval with wavy edges colored dark green above and red flecked with dark red brown below. This is an aristocrat of Hardies.
\$3.00 each

RED

JAMES BRYDON—This is one of the best of the earlier American varieties and still unsurpassed. Flowers are large, cup-shaped, full petaled and of brilliant rosy crimson color. Leaves are very ornamental and the plant is vigorous and free flowering.
\$3.00 each

GLORIOSA—Flowers are dark carmine red, beautifully formed and very fine for cutting, as they will open four or five days when floated in a bowl (as all water lily blossoms should be shown when cut). Flowers are delightfully fragrant and are produced continuously throughout the season. The leaf spread of Gloriosa is smaller than "Attraction," but its flowers nearly as large, so that it is better adapted to smaller spaces than "Attraction."
\$3.00 each

ATTRACTION—This is one of the Aristocrats among Water Lilies. For several years no lily has been more greatly admired at LAKEVIEW than a group of Attraction lilies which are continually in bloom with gorgeous dark red flowers 6" to 8" in diameter. The dark red of the petals is a stunning background for the striking yellow center and stamens of the flower. The blossoms of "Attraction" are among the finest hardy water lilies used as cut flowers.
\$3.00 each

Hardy Water Lilies

Lakeview Water Lilies Are Sure To Please

ONE or more specimens of the Hardy Water Lilies (Genus *Nymphaea*) should be in every pool. Fish and plants belong together and each profits by the other's presence. Lily leaves shade the Goldfish on hot Summer days, and the fish in turn reciprocate by eating up the bugs as rain (or your hose) washes them from the surface of the leaves. Water Lilies will adjust themselves to small changes in water level. If their general requirements of rich soil, shallow water and sunny location are met, very little attention will be necessary thereafter.

The varieties we list here are quite hardy and well adapted for pools or ponds. They begin to flower very early in the season. In our vicinity blooms begin to appear in April and continue steadily until October. All lilies properly tagged when shipped.

PINK

W. B. SHAW—A vigorous, strong growing, fragrant lily of rich rose pink color which blooms continually. Good for use in natural ponds or pools.
\$1.50 each

PINK OPAL—A new variety and a bright jewel of color. Pink Opal bears deep, rich pink, full, cup-shaped flowers held a little above water. It is good for cutting and well suited for large or small pools.
\$1.75 each

HELEN FOWLER—A freely flowering deep pink lily, bearing flowers on a stiff stem above water. It is the best hardy pink lily for cut flowers and is suited to a small pool or tub, as leaves are not large.
\$1.75 each

ROSE AREY—A beautiful deep cerise pink, large flowers with pointed petals. One of the choicest pink Hardies grown. Flowers up to 8".
\$1.75 each

APRICOT (Changeable Color)

PAUL HARIOT—A very choice lily suited to small spaces bearing an abundance of flowers. The first day they are a light yellow, then change to rose pink and then to a deep copper red. Flowers of different ages present a different appearance. This lily does well
\$2.50 each

COMMANDER—The largest and finest of the changeable hue apricot colored varieties. Vigorous, free flowering and with the unusual habit among hardy lilies of holding its flowers above water.
\$2.50 each.

THE SACRED LOTUS

We have all heard of the Sacred Lotus of the ancient Egyptians. Today these plants are available exactly as they grew four thousand years ago. The plants are hardy and grow under the same conditions as the hardy water lilies, or as shallow water plants.

EGYPTIAN LOTUS (*Nelumbium Speciosum*)—The Lotus of the ancient Egyptians. It has immense fragrant pink flowers and is hardy.

Tubers, \$2.50 each. Potted plants, \$3.50 each.

AMERICAN LOTUS (*Nelumbium Lutea*)—A superb variety native to some of our Southern and Southwestern States. Flowers are 8" to 10" diameter, light golden yellow color.

Tubers, \$2.50 each. Potted plants, \$3.50 each.

PLEASE NOTE. Lotus is supplied as a tuber until June 1st only. Later in the Spring the plants have grown too much to be moved safely without their soil, and are then furnished as potted plants.

Gorgeous Tropical Water Lilies

NEW DAY-BLOOMING VARIETIES

EACH year this group of magnificent flowers becomes more popular. Garden lovers often strive hard with other plants to receive their reward of only a few flowers. Here what rich rewards await the Water Gardener! These plants are the Aristocrats of the Water Garden; their numerous flowers the most gorgeous of all aquatics. *The twelve varieties listed on this page are the finest available in the U. S.*

BAGDAD—A truly spectacular plant with very colorful large mottled green and plum colored leaves and giant lavender blue flowers. **BAGDAD** is a strong viviparous plant which will thrive under conditions not suitable to the more "warm blooded" tropicals. Its leaves and flowers will form a magic carpet in your pool. **BAGDAD** is outstanding anywhere! **\$3.00 each**

DIRECTOR G. H. MOORE—An extremely floriferous lily, producing very many medium sized leaves and lovely royal purple flowers. This plant strives to have many flowers continuously in bloom! It was featured in a full colored photograph in *Saturday Evening Post* during the 1941 season and is destined to be one of America's Favorite Water Lilies. **\$3.00 each**

SUNBEAM—This is the first pure yellow, viviparous, day blooming, tropical water lily. It has excellent size and shape and is darker yellow than any previous yellow tropicals. It is a distinct advance in the yellow water lilies and a magnificent plant. Careful propagation of stock during past few years enables us to offer a limited number at the low price of **\$3.00 each**.

TALISMAN—A strong, viviparous, tropical day blooming water lily named after the Talisman Rose because it possesses the same brilliant combination of yellow suffused and overlaid with pink. The flower is large, clear, light yellow ground color strongly suffused and overlaid with pink giving an apricot effect. Limited stock, but a remarkable flower at **\$3.00 each**.

MIDNIGHT—The first double flowered water lily ever produced. An absolutely "new break" with all the stamens replaced by petals making a dark blue rosette in the center of the flower. The flowers are small, dark violet and open very early in the day. A hybrid of N. Colorata, it has numerous leaves and is very floriferous. **\$3.00 each**.

MRS. GEO. H. PRING—One of the most popular White Tropical day bloomers. Flowers 8 to 10 inches across under favorable conditions, but can be used in small pools, too. **\$2.50 each**.

GENERAL PERSHING—This lily, named after our famous war general, is considered the finest of all pink Tropical Lilies. The flowers have splendid size and are a pale rose purple in color. They are delightfully fragrant and open early in the morning. Buds are dark green striped with purple. Leaves dark green blotched with pink beneath. **\$2.50 each**.

BLUE BEAUTY (Or Pennsylvania)—This is one of the largest selling Blue Tropical Water Lilies. Produces many deep blue flowers with yellow stamens and centers. Open during the day. Size up to 10 inches diameter when amply nourished. **\$2.50 each**.

AUGUST KOCH—This is one of the older viviparous day blooming lilies. Flowers are lavender-blue with gold stamens, about 6" to 8" in size. The plant is very satisfactory for Northern conditions. One of the best of the older lilies. **\$2.50 each**.

MRS. EDWARDS WHITAKER (Var. gigantea)—This is the largest flowering day blooming water lily, and where well fertilized and given plenty of room for roots and leaves, will produce flowers over a foot across, and plenty of them. The flowers are a lavender blue which shades into a pale blue as the blossoms age. Leaves are light green, occasionally spotted with dark purple beneath. **\$2.50 each**.



Tropical Water Lily—Bagdad

NIGHT-BLOOMING VARIETIES

MISSOURI—This is acknowledged the finest white night blooming water lily. It was recently developed by the Missouri Botanical Gardens. The flowers when fully developed measure 10 to 14 inches across. Leaves are dark green suffused with copperish brown. The margins are distinctly fluted. Flowers open 4 to 5 nights during August, from 7:00 P. M. to 11:00 A. M. It is outstanding in any pool. **\$2.50 each**.

H. C. HAARSTICK—A beautiful new brilliant red night bloomer with very distinctive dark copper red leaves. A strong grower, a sturdy plant and one of the very best. **\$2.50 each**.

PLEASE NOTE:—Tropical Water Lilies are grown in Greenhouses in heated tanks which duplicate Summer conditions. The lilies are not placed in pools in the Cincinnati area until the last week in May when weather is warm and settled. We can ship to Florida and the Far South in April, other Southern States may receive their plants early in May; Northern States about June 1 to 15. We will guarantee the growth of our Tropical lilies when shipped at proper planting season only. We will however ship to Greenhouses or for inside use earlier upon request but can guarantee only that they will arrive in good condition — the growing depends on your conditions.



MANY Goldfish Pools are built as a part of, or in conjunction with, a Rock Garden, and indeed these two forms of Gardening do blend most harmoniously in certain settings.

MONEY-SAVING COLLECTIONS OF HARDY WATER LILIES

"BEGINNERS" COLLECTION No. L1

Odorata, Chromatella, and Pink Opal. Three hardy lilies, a white, a yellow, and a pink. **\$3.45**
Special Price for Collection.

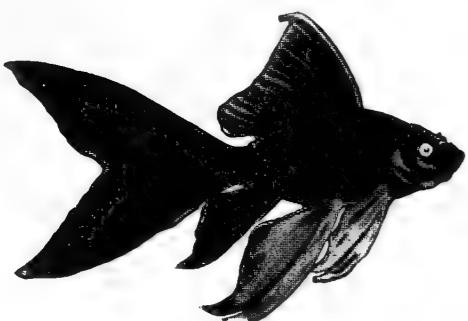
"RED AND GOLD" COLLECTION No. L2

Attraction—Best Hardy Red. Chromatella—Hardy Yellow. **\$3.95**
Special Price for Collection.

"RED, WHITE AND GOLD" COLLECTION No. L3

James Brydon—Choice Hardy Red. Gladstone—Choice Hardy White. Chromatella—Choice Hardy Yellow. **\$5.45**
Special Price for Collection.

If out of any of these plants we reserve the right to send another of the same color and equal value. Shipping Weight 4 lbs. per collection. Add postage.



COMETS

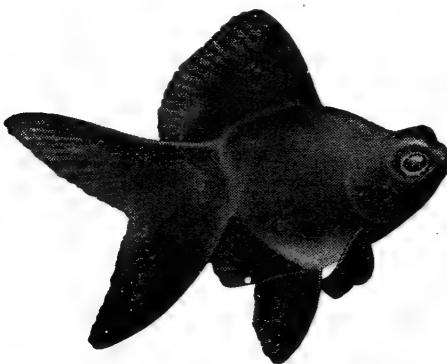
The Comet is an American variety which was developed from the Common Goldfish, but it is characterized by a thin graceful body and long single tail. It is very quick in its movements and a splendid fish for pools. Colors are red and white, orange and black, all red, all gold, or all white. Mixed colors are given as they come.

*4 to 5 inches.....pair, \$.60 — per doz., \$3.00
*5 to 6 inches.....pair, 1.00 — per doz., 5.00
*6 to 7 inches.....pair, 1.20 — per doz., 6.00

YOUNG GIANT GOLDFISH

Pool owners who want some BIG ones will be delighted with these special offerings of Giant Goldfish. All large fish must be ordered early, as they are hard to ship during warm weather.

*Young Giants, 7 to 8 inches.....each, \$.75
*Giants, 10 to 12 inches.....each, 2.50



CHINESE MOORS

These are the grotesque, but very popular "Goggle Eyes" or "Pop Eyed" Goldfish, commercially known as "Telescopes." Chinese Moors are the only members of the Goldfish family to develop the true "Black Velvet" color, and this color has never been transmitted to any other fish without the Telescope eye. Body and fins are nearly all of the Fantail type, though a few come as the Nymph type. All fish of choice quality. (Extra large specimens, \$2.00 to \$5.00 each.)

2 to 2½ inches.....pair, \$.40 — per doz., \$2.40
2½ to 3 inches.....pair, .60 — per doz., 3.60
*3 to 3½ inches.....pair, .80 — per doz., 4.80
*3½ to 4 inches.....pair, 1.20

LAKEVIEW BREEDS FINE FISH

Lakeview Goldfish are top quality from carefully selected breeding stock. Sizes are the over all length of fish from nose to end of tail. The word "Pair" as used here means two fish, not necessarily male and female. Six of a size are sold at dozen rate. All grades marked (*) are large enough to spawn first year spent in an outdoor pool. All varieties of goldfish will inter breed. If mated Pairs are wanted they can be supplied from March 15 to May 15 at 50% extra cost. We cannot be responsible for results in breeding. Several pairs should be bred together for best results.

Beautiful Hardy Goldfish for Aquariums and Outdoor Pools

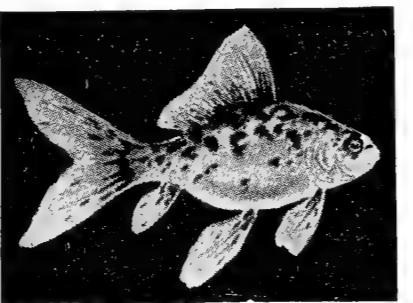
OLDFISH and Aquatic Plants go together in Nature; and, in fact, the Goldfish are an essential part of a Water Garden. Not only are the fish a source of interest and pleasure, but they are helpful in maintaining healthy conditions, because they eat up certain destructive bugs, worms, etc., and they are a public benefaction in all pools and ponds, for no mosquito larvae will ever survive in a well-stocked Goldfish Pool!

All our Goldfish are grown out of doors in natural clay bottom ponds. They have spent their entire lives out doors and easily survive the ice and cold of Winter. You can select any of the grades we list with complete assurance that they are strong and healthy fish in the best condition for shipment.

If you want to raise young fish in your pool, buy your fish in March or April, so as to get the most benefit from the Spring spawning season, which lasts from the middle of March to the end of June.

The grades marked (*) are large enough to spawn the first Spring spent in a pool. Others will be large enough to spawn the following Spring. For spawning, be sure to use some Water Hyacinths, the beautiful floating plants seemingly made by Nature for this purpose.

NOTE—Sizes are stated in inches and are the overall length of fish from "the tip of the nose to the end of the tail."



SHUBUNKINS

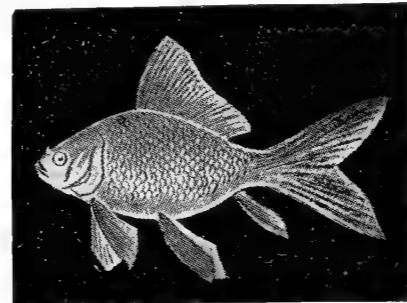
These are the attractive mottled or "Calico" fish with single tail. Colors are red, white, blue, lavender, orange, purple, black, at times all on the same fish. Every fish differently marked. Very attractive, sturdy and much sought after for pools and aquariums.

2½ to 3 inches.....pair, 30c—per doz., \$1.50
3 to 4 inches.....pair, 50c—per doz., 2.50
*4 to 5 inches.....pair, 80c—per doz., 4.00
*5 to 6 inches.....pair, \$1.20

24 CHOICE FISH

As shown here (4 of each kind), all choice 4 to 5 inch size adult fish, old enough to spawn. Also 4 Water Hyacinths and 1 big 8-oz. can Lakeview Goldfish Food for Pools. Collection No. G-8

All for only **\$9.50**



HARDY GOLDFISH

These fish are bred from selected strains of the most popular, Hardy Goldfish. They are the cheapest, toughest, and most prolific of all Goldfish varieties, and are unsurpassed for use in larger pools and ponds. Adults grow to be 12 to 14 inches long when kept in large ponds. They come in assorted colors, including black and gold, red and white, all white. Mixed colors given as they come.

2½ to 3 inches.....pair, 20c—per doz., \$1.00
3 to 4 inches.....pair, 30c—per doz., 1.50
*4 to 5 inches.....pair, 40c—per doz., 2.00
*5 to 6 inches.....pair, 80c—per doz., 4.00
*6 to 7 inches.....pair \$1.00—per doz., 5.00

GOLDFISH COLLECTIONS

MIXED FANCY GOLDFISH

In this group you may have some Fantails and a mixture of several varieties of Fancy Goldfish such as the Black "Pop Eyed" Chinese Moor, Calico Fantails, Shubunkins, etc.

2½ to 3½ inches.....each, 20c—per doz., \$2.00
*3 to 4 inches.....each, 30c—per doz., 3.00

GOLDFISH POOL COLLECTION No. G3

One-half the number of fish in each group of Collection No. G2, A nice assortment for a medium sized pool.

50 Choice Goldfish **\$9.75**
Collection No. G3

(Shipping Can to be returned)

30 Choice Goldfish **\$7.50**
Collection No. G1

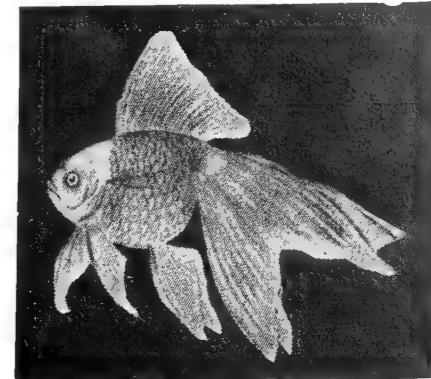
GOLDFISH POOL COLLECTION No. G2 (For a Large Pool)

50 Selected Goldfish and Comets.....(3.4")
*20 Large Goldfish, assorted colors.....(4.5")
12 Fantails, assorted colors.....(2½-4")
6 Chinese Moors and Asst. Telescopes.....(2½-4")
6 Shubunkins.....(3½-4")
* 6 Young Giant Goldfish.....(7-8")

100 Choice Goldfish **\$17.50**
Collection No. G2

(Large Shipping Can to be returned)

GOLDFISH COLLECTIONS ARE AVAILABLE ONLY FROM NOVEMBER 1st TO JUNE 1st.
If out of any fish in collection we reserve the right to include another of equal value.



FANTAILS

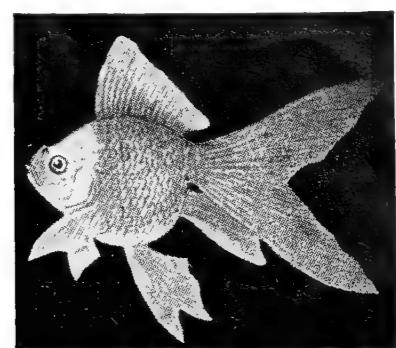
Our Fantails and other Fancy Fish are known throughout the Wholesale Trade for their very choice quality. These fish are characterized by a deep, plump body and well-developed fins, and a double or "Fan" tail. Colors are all red, all gold, pearl (or white), black and red, pearl and red. Mixed colors are given as they come. (Adults grow to 6 or 7 inches.) (Extra large specimens at \$2.00 to \$4.00 each.)

2 to 2½ inches.....	pair, 30c—per doz., \$1.80
2½ to 3 inches.....	pair, 50c—per doz., 3.00
*3 to 4 inches.....	pair, 70c—per doz., 4.20
*4 inches.....	pair, \$1.20

CALICO FANTAILS

Body structure of these fish is the same as Fantails, but they have invisible scales and come in the "Calico" colors of the Shubunkin. They are beautiful fish, will grow to 6 to 7 inches in size and are now considered hardy. (Extra large fish, \$2.00 to \$5.00 each.)

2½ to 3 inches.....	pair, \$.70
*3 to 4 inches.....	pair, 1.00



NYMPHS

(Choice Specimens Only)

These fish have the deep bodies of the choice Fantails with a single tail. Choice specimens are highly prized by fanciers, and come in the same colors as Fantails.

*3 to 4 inches.....	pair, \$.60 — per doz., \$3.00
*4 to 5 inches.....	pair, .80

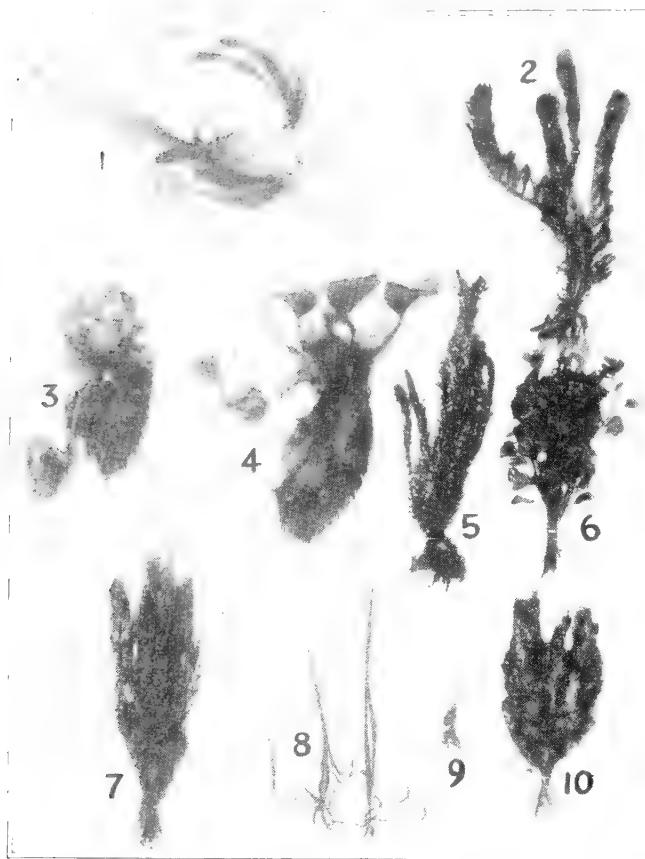
TERMS FOR GOLDFISH SHIPMENTS. (Please read)

We guarantee live arrival of goldfish shipments during the cool part of the year, from Oct. 15th to June 1st, and to extreme Northern points of U. S. until June 15th. No shipments are guaranteed between June 15th and Oct. 15th. During the warm months we ship at buyers risk only.

Goldfish must be shipped by express. A small light 3 gallon can will ship 25, 2 to 3" goldfish, (Add 35c to pay for can.) A 5 or 6 gallon can is used for 50 small fish (Add 50c to pay for can) these cans are not returnable. Large orders and large fish ship best in special large cans same as we use for dealer trade, these cans must be returned immediately by prepaid express 31c, special rate from any point in U. S. Do not return by freight. All shipping charges to be paid by customer.

In case fish are received in bad condition we will make one replacement (Express charges to be paid by you) if you mail us the Express Company Received in Bad Order Form and return our shipping can, if it was to be returned. Losses of 50c or under should not be forwarded to us as we always include some extra fish.

Aquatic Plants for Aquarium and Pools



Plants shown on cut one-sixth natural size. Nos. 1 Sagittaria Sinensis, 2 Parrot Feather, 3 Water Lettuce also called Shell Flower, 4 Water Hyacinth, 5 Anocaris, 7 Myriophyllum, 8 Vallisneria, 10 Cabomba.

SAGITTARIA SINENSIS—Stiff strap-like leaves of dark green color. A large showy plant 6-8" tall. Excellent oxygen producer. Plant under water. **15c each. 2 for 25c**

VALLISNERIA—a grass-like plant, for aquariums. Reproduces with creeping runners, same as Sagittaria. Available year round. Fine for tropical fish and all aquariums. **3 for 15c. 6 for 25c**

MYRIOPHYLLUM—The largest selling bunched plant for the winter months. Available November to June 1, and most satisfactory when in season. Our standard when Cabomba is out of season. **15c per bunch. 2 for 25c**

ANACHARIS GIGANTIA—Splendid oxygenator for aquariums, and does nicely without much light. **15c per bunch. 2 for 25c**

CABOMBA—This is the best known of all aquarium plants and is now available the year round. The plant is relished by Goldfish and many Tropicals and helps keep them in good condition. **15c per bunch. 2 for 25c**

CRYPTOCORYNE—This is one of the rarer underwater plants suited to aquariums. It will grow in deep shade, and is well suited to indoor use, hence highly recommended for aquariums and very decorative. Under water plant. **35c each. 3 for 1.00**

MONEY-SAVING COLLECTIONS

OF POOL PLANTS

Collection of 10 shallow water plants, representing at least 5 varieties, of our selection. All choice plants. Collection No. P1.

\$1.95

Collection of 20 shallow water plants, representing at least 8 varieties, of our selection. All choice plants. Collection No. P2.

\$3.45

Shipping weight, 4 lbs. Add postage.

COLLECTION OF OXYGENATING PLANTS

No. 01 A special selection of underwater plants suitable to 10-15 gal. aquariums or small pool. Our selection of best varieties in season. 10 plants. Collection No. 01.

\$1.25

Shipping wt. 4 lbs. per collection. Add postage.

Plants listed in this column are the best of the Shallow Water Plants for pools.

FLOATING PLANTS

WATER HYACINTH—“The Queen of Aquatic Plants”—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for goldfish to spawn on. Special low prices April to November. **15c each—2 for 25c—\$1.25 doz.**

WATER LETTUCE (Pistia stratiotes) Also called Shell Flower. A very attractive plant similar to Water Hyacinth in habit of growth. It multiplies by runners and greatly resembles the rock plant known as “Hen and Chickens” as young plants surround the mother. Does well in shade or part sun. Flowers inconspicuous but leaves very attractive. **15c each—2 for 25c—\$1.50 doz.**

TALL GROWING VARIETIES

The following are tall growing shallow water plants, which are best for corner or center decorations in pools, or can be used in clumps at edges of ponds or pools. Asterisks indicate depth to plant roots under water: (*)=water level; (**)=2 inches under water; (***)=6 inches under water.

CATTAIL (*)**—An old familiar plant and still a favorite for pool planting. Shallow water and plenty of rich soil will grow these graceful leaves and spikes to 5 feet in height. **15c each**

INDIAN ARROWHEAD (*)**—Very distinctive leaves shaped like an arrowhead held aloft on a stem from 1 to 3 feet above water. In rich soil and shallow water the plants thrive and are quite hardy. Spikes of snow-white flowers with close yellow stamens add to its attraction. **20c each**

PICKEREL PLANT (*)**—An attractive marsh plant with frequent spikes of pleasing purple flowers. Plant in shallow water and it will grow luxuriantly and bloom all summer. Leaves are heart-shaped—about 1 to 2 feet tall. (Hardy.) **20c each**

SWEET FLAG (*)** Variegated (*Acorus calamus variegata*) — A choice hardy plant with Iris-like leaves 2 to 3 feet tall, striped green and ivory. Very showy when used in group planting. (Hardy.) **20c each**

YELLOW FLAG ()** (*Iris pseudacorus*)—A tall swamp Iris which likes to grow in wet ground (but not more than 2 inches under water). It produces broad yellow flowers of the Japanese Iris type, and is hardy. **20c each**

BLUE FLAG ()** (*Iris versicolor*)—Swamp Iris. Same as the yellow flag described above, except this variety has blue flowers. Plant same as Yellow Flag. (Hardy.) **20c each**

UMBRELLA PALM (*) (*Cyperus alternifolius*)—This is the old favorite Umbrella Plant. A well-known shallow water plant used mainly for pools. These are choice Greenhouse Grown Plants from 2½-inch pots. Will grow very large during the Summer, but must come in for Winter. **35c each. 3 for 1.00**

WATER CANNA (*)**—A very handsome and useful plant with leaves similar to Cannas and with tall spikes of purple flowers which later change to purple seeds. It is quite hardy and does well in water not over 12 inches deep when planted in good soil. Its height of five to seven feet makes it well suited for corner or center decoration. (Hardy.) **75c each. 2 for 1.25**

CREEPING VINES

WATER POPPY (*)** (*Hydrocleis nymphoides*)—A dainty rooted plant which sends up floating leaves and bears yellow flowers similar to the California poppies. Plant in shallow water same as a small water lily. Water Poppy can also be used for inside aquariums if planted in small pots, but develops better outdoors. (Not hardy in Northern States.) **15c each. 2 for 25c**

PARROT FEATHER (*)** (*Myriophyllum prosperpinacoides*)—A species of Myriophyllum, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. (Hardy.) **Furnished in bunches, 15c each. 2 for 25c**

CREEPING WATER HYACINTH (*)**—A vine of entirely different habit from the regular Water Hyacinth, and a steady bloomer, with dark purple flowers similar to the regular Water Hyacinth and with similar dark green glossy leaves. Available May 15 until frost. (Not hardy in Northern States.) **50c each**



STAINLESS STEEL AQUARIUMS

Here are five popular sizes in Modern Stainless Steel Aquariums long lasting, well made, always good looking. Glazed with clear glass slate bottoms and dark plastic cement.

SHIPMENTS EXPRESS COLLECT

	Size	Capacity	Each
No. 76	7x12x9	3 Gal.	\$ 4.75
No. 77	8x14x10	5 Gal.	5.75
No. 86	10x20x12	10 Gal.	11.25
No. 89	12x24x12	15 Gal.	15.25
No. 95	12x30x12	20 Gal.	21.25
No. 402	12x36x16	30 Gal.	45.50
No. 409	18x36x18	50 Gal.	

NOTE: Feed and drain attachments for running water available. Also aerators, pumps, and filters for circulating water, and other sizes of aquariums up to 50 Gal. capacity. Prices on application.

TWISTED IRON STANDS FOR AQUARIUMS ABOVE

Stand for No. 86	\$13.75
Stand for No. 89	15.75
Stand for No. 95	17.75
Stand for No. 402	25.50

ALL GLASS AQUARIUMS

We can supply two sizes rectangular all glass aquariums made of clear glass which shows fish nicely without distortion. American made, packed two to the carton.

2 Gal. 11x7x6 1 only \$1.95; 2 for \$3.30
3 Gal. 12x8x7½ 1 only 2.95; 2 for 5.20

NOTE — All aquariums are packed in special air cushioned cartons or are well crated and delivered to the Transportation Co. in good condition. If damage is found, claim must be made by buyer to the carrier.

AQUARIUM CEMENT

Lakeview Aquarium Cement is the best obtainable. It is black in color, ready to use, and will stay elastic so that the glass may expand and contract without cracking. With this cement it is easy to repair breaks or leaky aquariums at home.

Furnished in 1-lb cans. 40c each

NETTING—We can supply a very good grade of cotton netting, the same as we use in our Goldfish nets, seines, etc., ¼" mesh, 36" wide, per lineal foot, 45c



This photograph of a charming informal pool was sent by Mr. R. R. MacLeod, of Greensboro, No. Car. The tall plant near the center is the handsome Water Canna which is hardy.

Lakeview



LAKEVIEW FISH FOODS

Lakeview Five Fishes Brand Fish Foods contain the best ingredients obtainable and are carefully packed. You can use Lakeview fish foods with the satisfying knowledge that you are not only giving your fish the best food obtainable, but that you are saving money because of the generous size modern packages and the low prices at which it is sold. So ask for "Lakeview Foods" and treat your goldfish well!

WAFER FOOD
Large Size \$.10

NATURAL FISH FOOD
1½-oz. Shaker can10

NATURAL FISH FOOD
Giant ½-pound size30

NATURAL FISH FOOD
Super Giant 3-pound size 1.15

TROPICAL & BABY GOLDFISH FOOD
1¼-oz. Shaker can15

TURTLE FOOD
Generous size can15



Note: Mail Orders for foods must total 50c or more, and must include additional funds for postage.

Snails, Scavengers, Etc.

Snails and Tadpoles should be in every aquarium or pool. They are the cleanup squad and help to maintain healthy conditions by eating decayed matter and surplus food as well as some of the algae and green scum, etc. The following are the most popular.

GREENFROG TADPOLES—These are the green frogs in the tadpole state. They will become frogs during the summer. Meanwhile they are scavengers and eat decaying matter. Tads must be shipped in a can with water, but we make no extra charge for it for this purpose.

60c per dozen

BABY GREEN TURTLES—About two inches in diameter beautifully marked with red, green and yellow. The underpart of their shells is curiously marked, every turtle seemingly with a different pattern. Should be kept in their own small bowl with a stone to crawl out of the water and rest on.

35c each. 3 for \$1.00

BLACK RAMSHORN SNAILS These are very similar to the Red Ramshorn Snails, but are much more hardy and are very prolific. Good for aquariums or pools. Sizes about ½".

5 for 25c. 50c per dozen.

TRAP DOOR SNAILS (formerly called Japanese Snails)—These are the largest of the aquarium snails and are entirely hardy in a pool. The young snails are fully formed when released by the parent. Active eaters of algae and green scum.

3 for 25c. 75c per dozen.

RED RAMSHORN SNAILS

These are very active algae eaters and show up at their best in a well planted aquarium. The body and shell are coral red. They grow to be about 1 inch in diameter. Rare and desirable.

Size about ½", 2 for 25c. 1.25 per dozen.

SPECIAL NOTICE—LABORATORY SPECIMENS

We supply specimens for Biology and Zoology Depts. of Schools and Colleges. Write us your needs in our line. We will quote special prices on larger quantities.

COLLECTIONS OF SCAVENGERS

FOR A SMALL OR MEDIUM SIZE POOL

Shipped in a can with water, Express Charges Collect! 10 Tadpoles, 10 Trapdoor Snails, 10 Black Ramshorn Snails. Includes shipping can and 30 Scavengers. \$1.70

Collection No. S1.

FOR A LARGE POOL

Double the above collection with 2 extra frogs. Includes shipping can and 62 Scavengers. \$3.50

Collection No. S2.

Shipping Methods and Terms of Sales

THE use of our Order Blank will be of assistance to you, and to us. Please fill out all the information requested, so as to avoid delays and mis-shipment. If you write regarding your pool or aquarium, always use a separate sheet of paper.

HOW WE SHIP—We prefer to ship all perishable or fragile articles by Express Collect, but plants and small supplies can be sent by Parcel Post when specifically requested, and when additional funds are sent to cover the postage charges. Add 10% of the amount of the order wanted by Parcel Post, except points west of Rocky Mts. add 20%. Include 25c for Handling and Packing charge on all orders under 2.50.

ORDER EARLY—To be sure that you will get everything that you want, we request that you order early in Spring, as it is impossible to carry our complete line of fish and plants through the entire Spring Season. The articles ordered will be reserved for you and shipments made at the proper time for your locality. **TROPICAL LILIES** will not be shipped to any of the Northern States before June 1st, as weather conditions do not permit safe planting until then.

GUARANTEE ON FISH, ETC.—We are not liable for damage or loss that may occur due to delay or mishandling on the way but we will nevertheless guarantee live delivery of Goldfish and Scavengers (negligible losses excepted) to all points, as per terms on Page 9.

GUARANTEE OF PLANTS—We guarantee to ship you best quality plants true to name and to have them arrive in good condition. Furthermore, if you will give our water lilies proper planting attention on receipt, we **WILL GUARANTEE ALL HARDY AND TROPICAL WATER LILIES AND POTTED LOTUS TO GROW** when shipped at proper planting time.

We know that you will not expect this guarantee to include any replacement of a plant that died because of neglect, inexperience, or due to drying out, freezing, or other weather condition, or due to injuries by animals, etc. But if the plants above mentioned fail to grow, due to lack of "growing power" we will make one replacement at no cost to you except transportation costs. Any such failure must be reported within six weeks from time of purchase.

How to Grow Baby Goldfish in Your Pool

HANDLING GOLDFISH—Whenever larger Goldfish are handled be careful not to rub off too much of the Protective Coating of "slime" on them because it acts as their outside layer of skin.

Always handle them in the shade. If you have occasion to drain your pool do so when it is cool, preferably early in the morning or towards evening and not in direct sun. Never keep fish in a can or bucket in the sun. Put them in shade and keep cool.

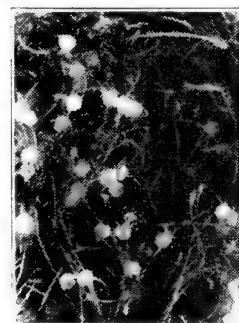
BREEDING STOCK—All varieties of adult Goldfish will interbreed, i. e., Common Goldfish will breed with Fantails, Calicoes, Telescopes, etc. To have pure bred stock each variety is bred separately in our large hatchery and all breeding stock is very carefully selected each year.

SPawning—Spawning season for Goldfish (in Southern Ohio) is during April, May and June. In Southern States it starts earlier, in Northern States later. Mid-season spawning will produce best results.

Goldfish lay their eggs on the roots of floating plants or on grass, weeds, leaves, etc., in shallow water. Results have proven conclusively that in pools best results are obtained by using Lakeview Water Hyacinths, the ideal plants for spawning.

Goldfish eggs are approximately $\frac{1}{8}$ " in diameter (size of a pin head), they are globular, amber to transparent, gelatinous and adhesive under water (a miracle in itself). They adhere on contact with a rootlet in water.

Spawning takes place usually in the morning, and first signs are the "Driving" of the female by one, two, or more males, who push her around, and are continually at her side nudging, pushing, bumping and helping her to expel the eggs which are laid a few at a time with the male fish in attendance. The eggs are then fertilized by the males after they are spawned. The males expel their "Milt" as they swim beside the female depositing the eggs. They are fertilized therefore while they are in



• Goldfish spawn on the roots of Lakeview Water Hyacinths. Natural size.

**LAKEVIEW
WATER HYACINTHS
AND
FISH FOODS**
Two real big helps in raising baby goldfish in your pool. Use some Lakeview Water Hyacinths and Lakeview "Five Fishes Brand" Foods.

CLAIMS FOR DAMAGE—In case any shipment is received from us in bad condition from the Express Company, fill out the Company's "Received in Bad Order" slip and send it to us at once, together with information as to how water was changed (in the case of Goldfish shipments), and all other details. We will replace such losses by an additional shipment on which charges only are to be paid by you. (See 'Guarantee on Fish, Page 9.)

We are not responsible for breakage of glassware. Present the claim to Transportation Co. for settlement.

SHIPPING CANS—Small orders for Goldfish and Tropical Fish must carry an additional remittance of 50c for shipping can which may then be kept. Larger orders of Goldfish may be shipped in our special cans at no additional charge to you, provided the can is promptly returned by Express Prepaid, for which there is a special return rate of only 31c per can, from any point in the U. S.

TERMS—All orders must be paid for in full before shipment can be made. We do not ship C.O.D. REMITTANCE may be by Postal Money Order, Express Money Order, or by check, and should be made payable to LAKEVIEW AQUATIC FARMS. (Stamps or cash may be sent with smaller orders.)

All merchandise is quoted F.O.B. Cincinnati, Ohio, unless otherwise stated. This means that transportation charges are to be paid by customers, except on special items and collections, where it is stated that charges are prepaid by us.

PRICES—Our prices are as low as can be quoted for quality merchandise from a reliable concern. By paying the transportation charges you are buying most advantageously, for our prices are determined on this basis, and our central location assures you low delivery costs. *Due to the uncertain conditions prevailing, all prices are subject to change without notice.*

Items marked Postpaid are for delivery in the 48 States of U. S. only.

NON-WARRANTY—Lakeview Aquatic Farms makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name; and our liability in any case shall be limited to the replacement of such items as are short or damaged.

the water, and those which do not contact the life-giving germs will be infertile, and soon will be attacked by fungus growths and disappear.

HATCHING GOLDFISH EGGS IN A POOL—After the eggs are laid on the roots of the Water Hyacinths the plants can be removed to a screened off part of the pool, where the Goldfish and other water creatures cannot get at them. Goldfish spawn, and newly hatched Goldfish are an easy prey, and a delicate morsel much loved by many creatures of the water, besides the larger fish (one inch and up). A floating box with wire screen bottom can be used as a "hatching box" for a few plants with spawn on. One Water Hyacinth may have from 200 to 1,000 Goldfish eggs on it.

FEEDING AND RAISING THE BABIES—In about five days the little fish will be seen swimming around searching for microscopic animal food in the water. Now begin to use a little Lakeview Baby Fish Food each day. (Directions on can.)

It would be well to keep the larger fish away from a part of the pool by using a quarter-inch mesh wire or a slat partition, unless you have a great many floating and creeping plants, and a shallow water portion where the babies can hide among roots, and rock and leaves. After they reach about one inch in size they are safer, but then there are other enemies to be guarded against, such as certain snakes, cats, water birds, etc. However, it is comforting to know that in a well stocked, and well planted pool, if you provide the proper plants for Goldfish to spawn on, and just let nature take its course, some of the young fish will survive and grow up to maturity. By assisting, of course, you can increase the quantity of survivors. As soon as the young fish are about an inch long begin feeding them Lakeview Goldfish Food for Pools, and Lakeview Wafers in small pieces. They will be seen feeding with the larger fish.

Planting and Culture of Water Lilies in Pools

WATER LILIES will bear many large flowers or a few smaller ones in direct proportion to the amount of sunlight, the amount of growing space, and the richness of their soil. Lilies grown in pots or small boxes will therefore be somewhat dwarfed. Water lilies are easier to grow than roses and many other garden plants. In the first place, after planting they need no further watering—and the elimination of that requirement will save much labor.

AQUATIC PLANTS are subject to few insect pests, but if aphis is noticed, a quick remedy is to wash them off the top of lily leaves and other plants with a hose and force down the overflow pipe to the sewer. A healthy condition in the pool is maintained by keeping the water clean and the level fairly constant. At times green scum may appear, and a good remedy is to let the pool overflow slowly for several hours through a coarse strainer or with strainer removed if only larger fish are present. If any caterpillars or leaf worms are noticed they should be picked off the plants. Do not drain the pool more than twice a year—Spring and Fall.

HARDY WATER LILIES can be planted from the middle of March until September in our latitude, and even later in the Southern States. TROPICAL WATER LILIES in our latitude should not be planted in pools until end of May when the weather is settled and the water is about 70 degrees. If planted earlier and chilled they will be set back several weeks in their growth. Hence we do not ship Tropical Water Lilies to Northern States until the end of May. Orders to Southern States can be made a few weeks sooner. Other than this, TROPICAL WATER LILIES are planted like Hardy Lilies, but they are treated as annuals, to be replaced yearly, unless wintered in a conservatory.

HOW TO PLANT WATER LILIES

First remember—Never allow aquatic plants to become dry. When lilies are received they must be placed in water or covered with wet burlap. Try not to allow the leaves to wither. In planting, place the tubers with the growing crowns even with the surface, and cover over with soil. It is not necessary to drain the water from a pool to plant the lilies, as this is never done in commercial propagation, nor is it hard to insert the roots under water.

Each box, or the part of pool filled with soil, should be covered with a layer of sand 1 inch thick so as to keep the water clean and prevent fish from disturbing the plants. Follow this practice in planting all sorts of aquatics which grow in soil.

The most satisfactory method of planting in larger pools is to install a box for each plant. These boxes should be from 18x18x9 inches to 30x30x12 inches deep. If water is more than 30 inches deep, the boxes should have a tight bottom and be raised on stones so that the crowns of lilies are not more than 8 to 12 inches under water when pool is filled. (We list two sizes of Water Lily Boxes on Page 13. They are inexpensive and very serviceable.) About 6 to 8 square feet of water surface should be allowed each Hardy Water Lily and 8 to 12 square feet for each Tropical Lily.

In smaller pools a space, say, 4x5 feet, can be partitioned off with a board wedged tightly; or a brick wall one brick wide and four courses high can be laid. This pocket can then be filled with soil and will support four or five lilies nicely. The entire bottom of a small pool can be filled with 6 inches of soil, then tamped and covered with 1 inch of sand, if it is desired to have a lot of plants.

In natural ponds, simply press the roots into the soil and then cover lightly with small flat stones to anchor until the roots take hold. Allow six to eight feet diameter for each lily, and if you do not wish them to mingle too closely, give each species a considerable area to itself.

All aquatic plants like a rich loamy soil with clay base. If this can be procured from a garden or meadow no fertilizer is needed. A good soil can be prepared by taking the top 4 inches of sod from a pasture, breaking it up well and adding one quart good commercial fertilizer to each bushel of soil. Soil in lily boxes should be changed every two years. One pound of good commercial fertilizer can be added to each box every year to produce growth; however, you will have more and larger flowers by buying fresh young plants every few years.

Water lilies described as "Prolific Growers" or "Vigorous Plants" can use from 2 to 4 cubic feet of good soil per plant. If you give them less they will bloom and leaf in a smaller way, but the small and medium types of lilies are best for smaller places.

Most water lilies do best if started in shallow water (3 to 5 inches) until they begin to leaf nicely. Then raise the water level or lower the boxes so they have 8 to 12 inches in Summer. Any hardy lily or hardy aquatic will survive the Winter if ice and frost do not get at their roots. Hence for Winter lower lily boxes under ice level or protect pools with boards so that very little ice will form.

WINTER CARE OF POOLS

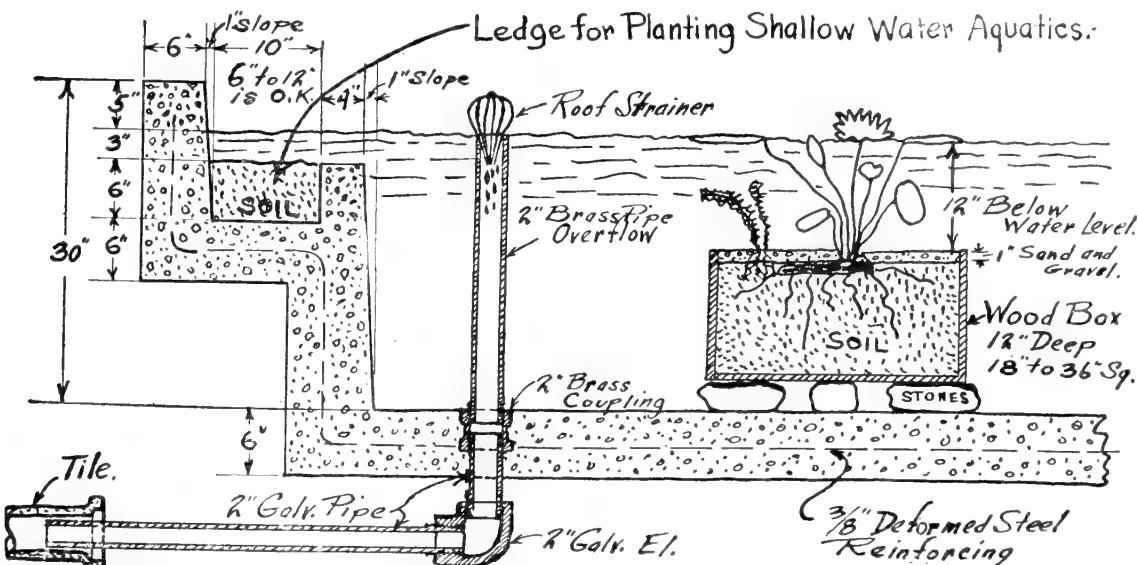
Most people now leave their Goldfish outdoors all winter. When pools are well built as described on page 14 there will be no danger of them cracking from freezing. However, it is a good idea to cover your pool with boards and leaves, to protect it from the very severe weather. When this is done, very little freezing takes place.

Hardy water lilies and hardy pool plants should be moved to deep water for the winter and will come through safely if no ice reaches to the top of the boxes so that the crown of the plant is not frozen. Dead leaves, etc., should be removed from the lilies and kept out of the pool during the winter. Also inspect the water level when pool is covered for any length of time. If you decide to drain the pool for the winter the drain should be left open, the pool filled with leaves and covered with a few boards.

WINTER CARE OF GOLDFISH

When pools are drained for the Winter, the fish may be wintered in a large aquarium or in tubs covered with wire, and kept in the basement near a window. If tubs are used, a good idea is to have a hole in the side of tub about four inches from the top, to allow the water to overflow and to have a petcock to spray a small but continuous jet of water into the tub. Never use a new galvanized tub, as the poison given off by new galvanizing will kill the fish. A wooden tub or used wash tub is satisfactory if thoroughly cleaned, and if there is no trace of soap, or other foreign matter. If new galvanized tub is used, allow it to stand filled with water about a week. Then rinse well before using.

Goldfish will stand wintering in the larger types of pools or ponds if they do not freeze to a depth greater than ten or twelve inches and if there is at least twelve to eighteen inches of water beneath the ice. In our locality ice on pools varies from two to six inches, and seldom is any thicker. During long periods of solid ice it will be well to open a hole about two feet square to allow some aeration of the water. Inspect the pool from time to time to be sure it has plenty of water. Goldfish are very inactive in winter when ice covers pools, and if they were in good condition when ice forms, should winter all right without feeding until ice melts. They become more active as the water warms, and when it gets to be about sixty degrees, along in April, they begin to think of spawning, and will want some Water Hyacinths.



This sectional drawing shows the construction of a well-made reinforced concrete pool for lilies and Goldfish. The Ledge can be constructed on one or more sides of the pool, depending on effect desired. It is built to accommodate the floating plants (Water Hyacinths, etc.) and the shallow water plants (Cattail, Pickerel Rush, Water Canna, etc.) Where no ledge is provided, soil boxes, buckets, etc., properly arranged, will give a good effect.

Building a Goldfish Pool is Real Fun!

By Following These Suggestions You Will Have a Pool to be Proud of!

BEFORE building a pool, certain questions in your mind should be answered. You will want to decide **WHAT KIND OF POOL** you would like, what **SIZE** it shall be, and **WHERE** to put it. May we suggest if you have not decided what kind of pool to build, that you will be aided by a careful study of the various pictures in this Catalog.

There are, in general, two kinds of pools. The **Formal**, which includes all the geometrical shapes such as round, square, rectangular, etc., and the **Informal** or irregularly shaped pools, which lend themselves very well to a naturalistic background, or a rock garden effect. Both types are equally popular and offer equal possibilities for decorative effect.

As for size, the space available, the amount of investment, the number of lilies wanted, etc., should be considered. In general, a water surface of 10×7 feet (70 square feet) would be considered a good medium sized pool. This would easily accommodate a collection of 6 to 8 water lilies, some lotus, bog plants, floating plants, and a nice assortment of fish. Also it would not be very expensive to build, especially if the work is done by the owner as a spare-time occupation.

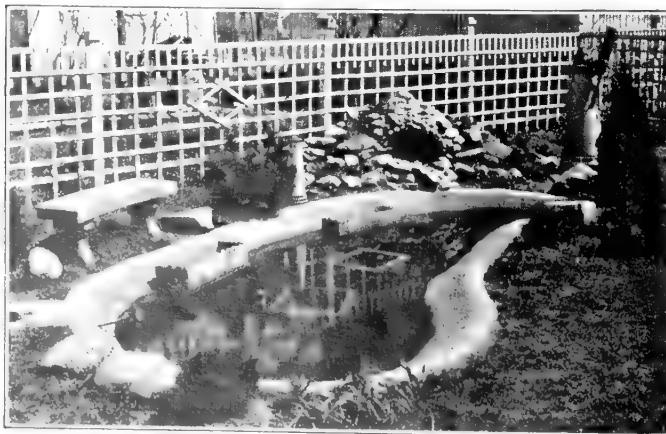
In discussing the location, consider the availability of sunlight, as water lilies must have quite a bit of sun to bloom profusely. However, the shadow from a nearby tree or building, which may fall over the pool on hot summer afternoons, will not be unwelcome; especially to the fish, as this may keep the pool from becoming too hot for the comfort of Goldfish in July and August. However, we would rather have more sunlight than not enough.

INFORMAL POOLS

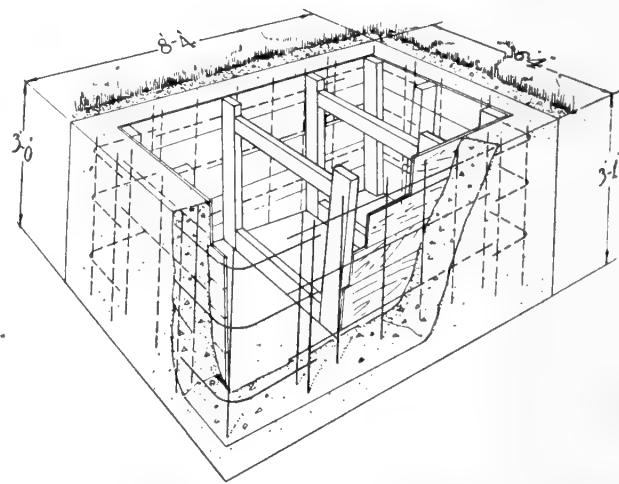
An attractive informal pool of any size may be built without forms by simply hollowing out the chosen space to the desired shape. When the ground is prepared, the sides trimmed to a slope of approximately 35 to 45 degrees, and the filled-in spots rammed hard, you are ready for the reinforcing wire. For this purpose the $\frac{3}{8}$ -inch deformed steel rods laid in 12-inch squares will be best for large pools, but farm fencing of No. 9 to No. 12 gauge wire, in mesh not over 6 inches each way, will be easier to lay and prove very satisfactory. Reinforcing is necessary in concrete pools and your work may be for nothing if it is omitted, as the bottom or sides may then leak hopelessly through cracks.

Even steel or wire may not be an absolute preventive of cracks, but should a crack develop in a reinforced surface, the pieces will hold tightly together and the crack may be made watertight by cleaning the surface, drying thoroughly and pouring in melted roofing tar. Another good method is to chip away a little concrete on both sides of crack, dampen with water, then tamp in a nearly dry mixture of 1 part cement to 2 parts fine sand. This can then be painted over with a cement and water paste, and the pool will be as good as ever. When wire fencing is used, allow it to overlap 6 inches at the joints, and when pouring, raise or move it so it will be in the middle of the concrete surface. We recommend 4 to 6 inches of concrete for informal pools, believing that the extra thickness may save you a great deal of trouble in the long run. An overflow and drain like the one shown on Page 5 should be provided—however, this can be omitted if the water is to be syphoned off. Rock decorations will add to the natural appearance.

If Goldfish are to be wintered in an informal pool, it must have an area of at least 4 feet diameter, having a depth of at least 30 inches from top of pool, so as to allow 24 inches of water during the winter.



This photograph shows a well-made informal pool just ready for planting. Notice the submerged lily boxes and the two long boxes for planting shallow water plants. We can supply local customers with wood boxes or used heavy gauge metal pans for planting lilies, etc. Price on application.



This sectional drawing shows the construction of a small formal pool of 7×5 feet surface with side walls 8 inches thick. A better size is 7×10 feet inside water surface. (See text below.)

FORMAL POOLS

Of all the formal types of pools, the rectangular shape, about 7×10 feet or 8×12 feet is the most popular, and very easy to make. In firm ground it is sometimes possible to dig a narrow trench (6 to 8 inches wide) to the required depth and to pour the walls without forms or with low forms for the top part, if walls are to extend above the ground level. When this method is followed, the reinforcing wire mesh (Farm Fencing is very good) is now put into the trench and concrete poured. Then after two days the center can be dug out and the bottom poured, being careful to get a good joint later when applying the smooth coat with brush and trowel.

PLACING THE FORMS—If forms are to be used (see above), usually the inner forms only are needed, and the whole pool can be dug out at one time. Be careful not to cave in the sides while placing forms, and place forms to set up six inches to allow room for the bottom, so that when the bottom is poured it will knit well with the side walls. For the same reason, try to pour the whole pool in one operation. Reinforcing wire must be used to get a strong leak-proof pool. Farm fencing of No. 9 to No. 12 gauge wire with mesh 3 to 6 inches apart will be very satisfactory and should be kept near the center of the walls and bottom, i.e., in the center of the concrete when poured. We recommend 6 inches of concrete for sides and bottom of this type pool.

The slope shown on cut on the following page is desirable, but not necessary. (See winter care of pools, Page 19.) A drain should be provided before the concrete is poured; however, this can be omitted if you care to save the expense (a few dollars) and wish to siphon with a hose when draining the pool. Nevertheless, a drain is a big convenience, even if the pipe is laid only a few feet beyond the pool, as the water will seep out when drain pipe is opened. (And perhaps later on you will want to continue the drain to lower ground.)

CAUTION—A new pool must be filled with water and allowed to stand for a few days, then rinse out thoroughly and drain. Refill immediately and allow the water to stand another week, then drain again. This will remove the alkali in new cement, which would be very injurious to fish or plants. Repeat this draining a third time in another week, as it will then be in still better shape for the fish. No salt or other chemical is needed to condition a pool, but keep it filled to the brim while curing it.

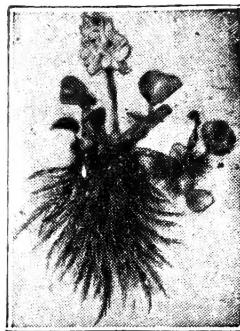
POOL PAINT, ETC.

LAKEVIEW POOL PAINT is a special non-poisonous under-water concrete enamel for pools. It is sky blue in color and will add to the appearance of a pool, stop porosity of cement and seal minor cracks. Apply with a brush, giving the pool two coats, allowing 24 hours between coats. Covers 450 square feet per gallon one coat. Directions on can.

Per Quart	4 lbs.	\$1.50
Per Gallon	11 lbs.	5.25

Lakeview Pool Caulking Compound is light in color and will permanently seal minor cracks in pools. Retains its elasticity indefinitely. Clean out cracks well and apply with knife or spoon when pool is dry.

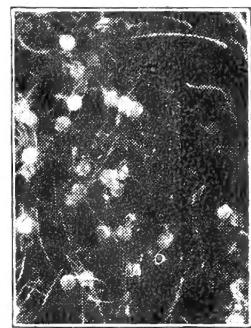
Per 1-lb. can	45c each
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BEAUTIFUL ★ FLOATING

Lakeview Water Hyacinths

"Queen of Aquatic Plants" are the best of all Water Plants for Goldfish to spawn on and the easiest to grow in outdoor pools.

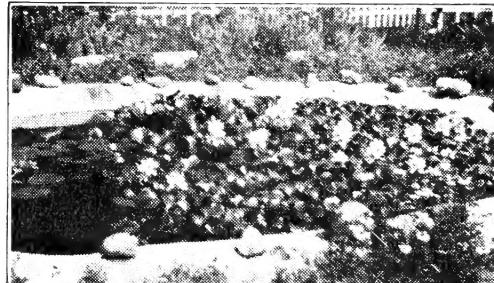


• Lakeview Water Hyacinth one-eighth natural size, showing expanded air bulbs on leaves, small plant runner, feathery roots, and a flower.

NOTICE the clean feathery, luxuriant roots on Lakeview Water Hyacinths! All the plants we sell are carefully chosen for size, shape, cleanliness of roots and health of plants. All varieties of Goldfish will seek out their roots to deposit their eggs on at spawning time. (April to June.) There is no better substance to receive the goldfish spawn and protect it until hatched (4 to 6 days) than the live clean roots of a growing Lakeview Water Hyacinth. To grow baby Goldfish in a pool your surest start is to introduce 6 to 12 Lakeview Water Hyacinths each Spring (depending on the number of fish in your pool).

Water Hyacinths may be placed in outdoor pools as early in Spring as danger from killing frost is past. If a late Spring frost is expected, outside plants should be protected.

When water is added to the pool sprinkle the plant leaves with your hose as they like moisture on the leaves occasionally.



• The owner of this pool started six Lakeview Water Hyacinths in Spring. He had over 100 plants by late Summer and many blossoms were produced.

LAKEVIEW WATER HYACINTHS (*Eichornia Crassipes Major*) are floating aquatic plants native to Tropical Countries where they thrive in warm, shallow water and thousands of plants may be seen blooming at one time. This species has been called "The Queen of Aquatic Plants" because they produce their magnificent orchid colored flowers in trusses like a Giant Hyacinth. The strong healthy plants sold by Lakeview are easy to grow in outdoor pools (when water is 60 degrees or more) either in full sunlight or in partially sunny exposures. Where the plants receive plenty of sunlight they will multiply as much as ten times during three warm months and they will reward you with many lovely blossoms.

Since they are tropical plants they cannot survive Northern Winters except in heated greenhouse tanks. For best results in pools use choice Lakeview Water Hyacinths each Spring.

• Goldfish spawn on the roots of Lakeview Water Hyacinths. Natural size.

WATER HYACINTHS should not be planted like other rooted aquatics in a pool because they like to float in shallow water where only the root tips can enter the soil. To start them in a clean concrete pool confine them in a corner with a shallow box of soil submerged about 6 to 8 inches below the water surface so that a few of the Hyacinth root tips can enter it as they grow. An inch of clean sand maybe used on top of the soil in box to keep the pool clean if desired.

In larger pools or ponds where some soil particles are in the water in solution, and where there is a sediment of soil on the bottom of pool, no other soil will be needed. Simply let the plants float in shallow water.

NOTE: A beautiful illustrated booklet "The Goldfish Pool" describing over 100 varieties of Aquatic Plants, Water Lilies and Goldfish for Pools will be sent free on request. It tells how to build outdoor pools and raise baby Goldfish. Address Lakeview Farms, 5601 Colerain Ave., Cincinnati, O. No obligation.



Lakeview Water Hyacinth
as a Potted Plant in the
Home. Size of this bowl
4 3/4" top x 4 1/4" deep.

IN BOWLS WITH SOIL. Lakeview Water Hyacinths may also be used indoors as a window or table decoration. Use a water-tight bowl or pot at least 4 inches deep and 4 inches or larger in diameter for one plant. Or two or more plants can be placed in one larger container. The bowl should be half full of good soil then filled with water and the top can be covered with clean gravel or colored chips, etc., as desired. Be sure to keep the bowl constantly full of water and keep the plants in front of a window where they get sunlight when possible. Also wash off the leaves occasionally with a wet rag.

IN BOWLS OF WATER ONLY. Floating Water Hyacinths live on the nourishment their roots collect from elements dissolved in the water and from floating particles in the water which adhere to their roots. If kept in bowls of pure water the plants cannot thrive unless given additional nourishment. Any commercial fertilizer used must be applied in EXTREMELY small quantities as the plants are very sensitive to such stimulation and can easily be burned by a slight overdose.

FOR USE IN AQUARIUMS. Lakeview Water Hyacinths have extremely clean roots when shipped and make very attractive Aquarium Plants. Many egg laying varieties of Tropical Fish as well as all adult Goldfish will use the roots to spawn on. (See inside.) Frequently several small plants will be produced from a floating Water Hyacinth in an aquarium especially if it is near a window.

WHERE NO POOL IS AVAILABLE a common galvanized wash tub sunk in the ground with 3 inches of rich soil in the bottom and then kept filled with water will grow Water Hyacinths beautifully if placed where they will receive considerable sunshine. For use in pools see other side.

FOR SALE BY

SUPPLIED BY
LAKEVIEW
AQUATIC FARMS & NURSERIES
(LAKEVIEW PONDS)
5601 Colerain Avenue, Mt. Airy, Cincinnati, Ohio

Form WH11 Revised 1940 © 1940 R. C. Dolle

IN BOWLS WITH SOIL.

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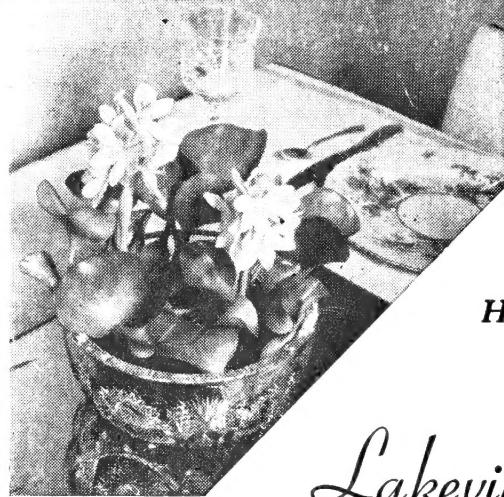
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(LAKEVIEW PONDS)
5601 Colerain Avenue, Mt. Airy, Cincinnati, Ohio

Form WH11 Revised 1940 © 1940 R. C. Dolle

**For
Home Use**



Lakeview WATER HYACINTHS

"Queen of Aquatic Plants"

**For Pools
and
Aquariums**

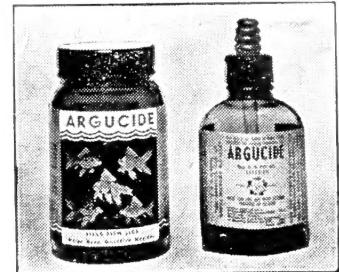


Keep Goldfish Healthy — Water Clear!

ARGUCIDE

- Kills Fish Lice
in Pools and Aquariums

- Helps Control Green Scum (Algae)
- Easy to Use—Economical—Nothing to Remove
- Will not Harm Fish, Plants or Snails when used as Directed.
- Complete Instructions for Treatment with Each Package.



ARGUCIDE is the result of over 10 years of practical testing in all types of aquariums and concrete goldfish or lily pools with growing plants, goldfish, snails, frogs, etc. In addition to these tests, many exacting laboratory tests were made to develop a safe and easy method to control goldfish parasites, to help keep goldfish healthy and to control green scum 'algae' on lily ponds. ARGUCIDE IS THE RESULT. It was developed primarily for use in concrete, wood or steel goldfish ponds with live goldfish, water lilies, plants, scavengers, etc.

Over two thousand owners of goldfish and lily pools have now used "Argucide" successfully. It is sold by many dealers, however if not on sale at your local dealer we will gladly mail a package. Keep it on hand, it can save many times its cost if trouble develops and it will keep your pool free of unsightly green slime algae.

*ARGUCIDE (reg. U. S. Pat. Off.) is the Trade Name of a highly concentrated powdered insecticide for controlling external parasites on goldfish in aquariums and outdoor pools. Kills fish lice overnight.

For Pools: One level teaspoon of Argucide treats 120 to 140 gallons of water (see instructions).

For Aquariums: 4 or 5 drops of Argucide solution will treat one gallon of water.

ARGUCIDE KEEPS INDEFINITELY IN THE GLASS JARS AS FURNISHED.

ARGUCIDE is packed in two sizes—each package unit consists of a jar of ARGUCIDE powder for pools and a dropper bottle for aquariums. (Bottle is refillable.)

The 2 oz. unit—treats 1200 gallons of water and is sufficient to treat small pools up to 400 gallon capacity.

The 4 1/2 oz. unit—treats 3000 gallons of water and is for pools 400 to 1200 gallon capacity.

Usually two treatments will break any infestation of parasites as described in complete instructions furnished, and one jar of Argucide will take care of the average pool for a year.

Read What Satisfied Users Say!

"The use of your Argucide has been our stand-by for maintaining healthy fish and an attractive pool in our lawn." — MRS. J. F., Palos Heights, Ill.

"I am well satisfied with Argucide, it helped my fish right away. I lost quite a few fish before it arrived, but now all are alright." — R. H., Albany, Illinois.

"Lice apparently exterminated, no loss of fish or plants. Two fish which died two days before treatment was given were almost completely covered with lice." — R. H., Cincinnati, Ohio.

"Fish were in bad condition; lost 20 fish in one week before treatment and only one fish lost since using Argucide. Have about 50 fish in pool." — H. M. B., Bonners Ferry, Idaho.

"Our fish were not seriously infected, but if only to clear the water of algae—I'm in favor of Argucide. Enclosed is \$1.00 for next Spring's supply." — E. R. W., Buckhannon, W. Va.

"Since I have been using Argucide I find my pool in better condition; fish seem lively and water stays much clearer. It does not have that scum which usually forms on it. I shall always use Argucide in my pool." — W. D. C., Dubuque, Iowa.

"I have been well pleased and will say that Argucide sure solved a serious fish problem for me. I lost several fish before I found out about Argucide, but none since." — H. L. G., Evansville, Ind.

PRICE: IN STORES: 2 oz. - \$1.00 — 4 1/2 oz. - \$1.50
BY MAIL—Add 15c for Postage and Mailing—or include your dealer's name and we will pay the postage.

Made by ARGUCIDE CO. Division of LAKEVIEW AQUATIC FARMS

5579 Colerain Ave. - Cincinnati 23, Ohio

Lakeview Water Lilies

This photograph shows the remarkable development which can be expected from a massed planting of our fine Water Lilies. Six Hardy Water Lilies and six Tropical Water Lilies will produce the magnificent display shown here at moderate cost. (A fully matured Water Lily will cover from 3 to 6 feet diameter of water surface.)

We grow and ship only the best aquatics obtainable, and are sure you will be well pleased if you send us your order.

Blue Ribbon Collections

THREE FINEST HARDY LILIES

Gladstone—Magnificent white

Rose Arey—Best Pink

Sunrise—Best Yellow

(As described on page 4)

Collection No. L14

(Value \$6.75)

\$4.95

THREE BEST TROPICALS

Blue Beauty—Most popular day bloomer

General Pershing—Choice pink day lily

Sunbeam—Gorgeous new yellow day bloomer

Collection No. TL7

(Value \$8.00)

\$6.45

SUNSET COLLECTION

Four choice Hardy Water Lilies in harmonious sunset colors.

James Brydon—Red

Commanche—Apricot

Chromatella—Yellow Gold

Rose Arey—Deep Rose

Collection No. L15

(Value \$9.25)

Postpaid

\$6.95

Lakeview Aquatic Farms,
Cincinnati 23, Ohio

If out of any of these plants we reserve
the right to send another of the same
color and equal value. Shipping Weight
4 lbs. per collection. Add postage.

